LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co.
Main and Elm Street, Rochester 4, New York

VOL. VI MARCH, 1953 No. 5

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McCurdy's Helps Red Cross To Meet Its Goal

McCurdy employees once more demonstrated their support of a worthy cause. The Red Cross drive brought a response from 145 contributors with a total contribution of $960.00.

Fitzgerald on N.R.D.G.A. Study Committee

Howard Fitzgerald, Traffic Superintendent, is a member of the National Retail Dry Goods Association committee making a study of the best methods of marking the hundreds of items of merchandise carried by stores. This project was decided upon at the first meeting of the committee, held January 14th in New York.

The committee's long-range plans also include studies on paper-work procedure; non-checking; non-marking; decentralization of receiving and marking; and many other matters concerning the receiving and marking operation.

E.M.B.A. Elects Officers For the Coming Year

Carolina Rycraft, Buyer's Assistant in Corsets, is the new president of McCurdy's Employees' Mutual Benefit Association, following the annual dinner and election February 25th.

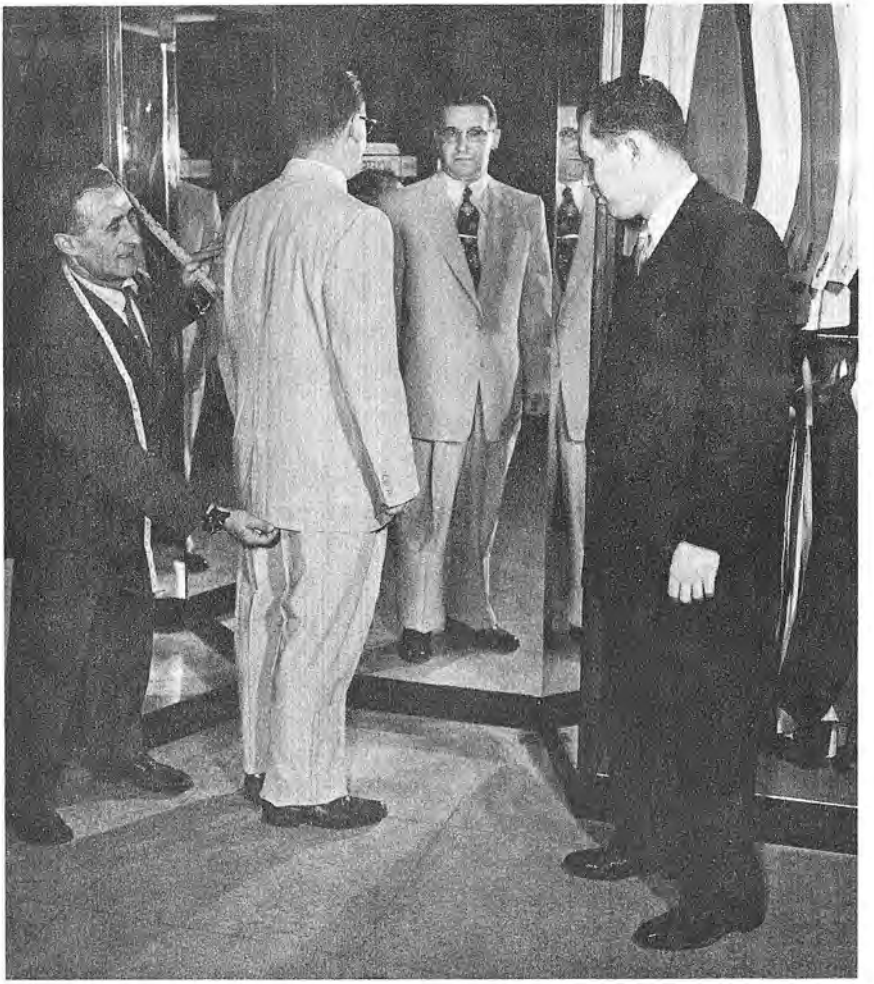
Other officers were elected as follows: Vice-president, *Anne Tantalo;* secretary, *Margaret Sabel;* treasurer, *Kathleen McGovern;* assistant treasurer, *Samuel Ludwig;* directors for two years: *Charles Parker, Jerome Kaminga, Helen Loven, Grace Maxon, Frances Magarian;* director for one year: *Edith Grossman.*

Highlight of the evening was supplied by *George I. Dawson,* Vice-President of McCurdy's, who showed moving pictures he took during his visit to Japan last year. Mr. Dawson also announced that, with Mrs. Dawson, he plans to return to Japan to teach English, sometime in the Fall of 1953.

Credit for the dinner and good service went to the Cafeteria Staff under the supervision of *Kay Wallace,* and an extra thank-you to *Jimmy Lacancellera,* who set up all the tables and chairs for the party.

Mrs. Rycraft is the "cover girl" on this issue of LIFE AT McCURDY'S. For pictures taken at the annual meeting, turn to pages 6 and 7. For further E.M.B.A. news, turn to page 5.

If you do not now belong to the E.M.B.A., you'll find it easy . . . and profitable . . . to join. Contact your floor man or paymaster. Dues are only 50c a month.



McCurdy's Now Stocks Suits for Men

This is no ordinary fitting that you see pictured above. It is a sale of the first complete suit for men that McCurdy's has had in its stocks for quite a few years. *Donald Dense,* Assistant Controller, was the first customer for this new line of apparel. It is being fitted to a "T" for him by *Hyman Wasler,* while *Irving Berliner,* who made the sale, is taking note of the necessary alterations. The suits are McGregor's new nylon-and-rayon cord for spring and summer wear. See them in the Men's Shop, Street Floor!

Store and Gallery Work Together

We hope that you saw the Main Street windows the week of March 2nd, when McCurdy hats in French painters' colors were displayed against a background of colorful, modern prints that inspired their hues.

The pictures were loaned by the Memorial Art Gallery, through the courtesy of its director, Mrs. Gertrude Herdle Moore. *Charles Ellis,* Display Manager, chose four that perfectly complemented the hats he was showing. Van Gogh's "Entrance to the Public Garden at Arles," painted in 1890, is the background for the window we reproduce on the back cover of this issue. (Photographed by Paul Davis.) Others were a still life painted by Matisse, another by Brach, and the Races at Deauville by Raoul Dufy.

Through many years, now, there has been a close and happy "lend-lease" type of project between the Store and the Gallery. McCurdy's, three years ago, played an important part in the Gallery's colorful exhibition of "The ABC's of Good Design," lending many types of material, from strikingly patterned textiles to gaily colored egg-beaters.

In 1951, McCurdy's again provided many of the objects in everyday use for the Gallery's "From Counter to Cupboard." A fashion show by McCurdy's highlighted the Gallery's "Garden Fete" held on the grounds of the home of Mr. and Mrs. Harper Sibley a few years ago. The fashion show, however, that will long live in Gallery history was the bridal pageant, "Brides to Remember," in the Fountain Court of the Gallery in the spring of 1952.

The Gallery is open to the public and there is no charge for any of its programs. In addition, Mrs. Moore has offered to give a "conducted tour" of the Gallery's treasures to McCurdy employees. If you are interested in forming a group for this special showing, contact Mr. Ellis in the Display Dept., Second Floor.

McCURDYITES HELP OUT ROTARY BENEFIT SHOW

Saturday evening, March 21st, was "McCurdy Night" at the Rochester Community Playhouse, when "John Loves Mary" was presented for the benefit of the Rochester Rotary Club's Sunshine Camp for Handicapped Children. The production drew a large group of McCurdyites for what has become an annual affair.

E. L. MILLER HAS SENATOR AS GUEST

Senator Karl E. Mundt of South Dakota, who spoke at the International Rotary District Meeting in Rochester March 9th, was a guest of *Edward L. Miller,* Divisional Merchandise Manager, and Mrs. Miller on the evening of his stay in town. Senator Mundt and Mr. Miller had been school mates.

SAVE APRIL 6TH

For the Event You've Been Waiting For!

SPRING PARTY

SPONSORED BY McCURDY'S E.M.B.A.

THE PLACE: Flower City Legion Post (221 Dewey Avenue)

THE TIME: Monday Evening, April 6th, at 8:00 · Plenty of Fun for Everyone!

DANCING to the band of Carl Sackett!

BINGO for those who do not dance!

FLOOR SHOW with plenty of surprises!

TICKETS will be only 50 cents (plus tax) Available on every floor . . . or at the door on the evening of the party.

AT McCURDY'S E.M.B.A. DINNER AND ANNUAL ELECTION

McCURDY & NORWELL CO.

BLACK SATEEN PETTICOATS—In three different styles; made with full flounce and ruffles stitched with white; some have patent adjustable waist bands-- **$1.00**

WOMEN'S NIGHT GOWNS—Of fine quality muslin, five styles of V and square neck, fine pleated yokes, some have inserting of embroidery; choice---------- **75c**

52-INCH CHEVIOTS — Every thread all-wool, in navy blue only, superb quality and just the thing for fall dresses ---------- **75c**

REAL IRISH FRIEZE—Full 58 inches wide, every thread wool, two shades of Oxford gray, splendid for skirts, yard---------- **$1.00**

SILK NECK RUFFS—Made of the finest quality of Liberty Silk in black only, very full and with long ends, $15.00 to---------- **$1.25**

ALL SILK RIBBONS—In a great variety of pretty styles in striped and corded effects, 3 1-2 and 4 in. wide **12½c**

FANCY FLANNELETTE—With heavy fleece and in exquisite patterns and colorings for house gowns, wrappers, etc., yard---------- **15c**

OUTING FLANNELS—In new solid colors of pink, blue, red and cream, also in many fancy patterns, some real dark ones for children's dresses, the yard---------- **10c**

McCURDY & NORWELL CO.

MEN'S PERCALE SHIRTS—With soft bosoms in a great variety of neat styles and colorings, separate collars and cuffs **50c**

SMYRNA FLOOR RUGS—All wool with fringed ends, 26 inches wide and 60 inches long, very pretty patterns for------ **$1.50**

McCURDY & NORWELL CO.

PILLOW TOPS AND BACKS—In the new Oriental, Conventional and stamped effects, nobby and pretty, big value at---------- **25c**

BARETTES, SIDE COMBS—And back combs in many different styles that have sold for as much as 25c, choose at **5c**

Six Months Old To-Day.

Half Way Round the Circle Let's Pause to Look at Things Already Done, and Yet to be Done.

Just a half a year ago this morning, the gates of this new business were thrown open, and you came in to get an idea of the different sort of a store we promised. Some doubted the wisdom of it all. Others saw success ahead, if it were run right. All spoke good words for the bright and pretty stocks. Handshakes from the heart gave us a lot of courage that morning.

The months have slipped by like a rapidly moving train, and we are at the summit of the year looking backward over what we have done and ahead of us toward the things yet to be done.

Against us was the sentiment of location; with us was the desire for a better store than Rochester had ever yet had. If we could provide the one the other would prove no obstacle, nor has it. A change from custom, that's all—a few steps this way from Clinton, instead of the other.

There has been no possible chance for argument against the goodness of the merchandise. The perennial freshness of things has kept your enthusiasm rampant. Some mistakes have been made, as was to be expected, but they have helped us to get nearer the right. If you like the store now you'll think better of it before the year is done.

Our thanks to you for what you have made it thus far, and our promise of better things as the weeks roll by.

McCurdy & Norwell Co

MAIN ST. EAST, COR. ELM ST. ROCHESTER, N.Y.

McCURDY & NORWELL CO.

WOMEN'S FINE SHOES—Some of the Harding stock in several styles and all sizes and widths. Extra value at---------- **$1.50**

WOMEN'S FINE OXFORDS—Samples that came to us from the Harding stock, choice of many styles, all sizes, for---------- **$1.00**

MEN'S FALL UNDERWEAR—Medium weight ribbed shirts and drawers, just the thing for immediate wear, ecru only---------- **50c**

ALL WOOL BED BLANKETS—Full 11-4 size and in gray or white with colored borders, also scarlet. Guaranteed all wool and splendid value at---------- **$5.00**

SILKOLINE COMFORTABLES—Filled with fine sanitary cotton, prettily tufted, both sides in figured designs, at---------- **$1.25**

BIG HUCK TOWELS—Finely finished with red stitched borders, large size and superbly good quality for **12½c**

MISSES BLACK STOCKINGS—Seconds—Of medium weight but extra fine finish, black or white feet, fast dye, double knee and sole, a regular 25c quality for---------- **15c**

WOMEN'S BLACK STOCKINGS—Medium weight, full regular made, genuine Hermsdorf dye, double soles and high spliced heels, 6 pairs for $1.00 or---------- **18c**

Queer Ideas About Taxes

by H. H. Tullis

People have some queer ideas about taxes. When you and I have to dig deep into our pockets to pay our taxes, we say, "Taxes are too high." But what we usually mean is that you and I do not want to pay high taxes.

We have gotten into some big troubles with the idea that "big taxes are o.k. if *I* don't have to pay them." One bad result of that attitude is a great mass of "hidden" taxes, based on the theory that "what you don't know, won't hurt you."

For example, we might accept as normal a price of 20 cents, or even more, for a pack of cigarettes, simply because we do not realize the "hidden taxes" are as high as 10 or 12 cents a pack. It might be a different story if your favorite brand were advertised at "10 cents a pack, plus 100% tax." The hidden tax is no longer painless, once it is clearly revealed.

"Let the rich people pay the taxes—they can afford them," is a theme as old as taxation itself. Even if this were a good idea—which it is not—the fact remains that there never were enough "rich people." A good example of this fact is to be found here in the U.S.A., where incomes are higher than in any other nation on earth. Yet 9 out of 10 taxpayers have a net income (before exemptions) of less than $5,000 a year. The money for taxes must come mostly from people who do not have big incomes, simply because there are not enough big income people.

"Let the big corporations pay the taxes—they make plenty of money." The error in this idea is that corporations are not taxpayers, but are merely tax collectors. The taxes are simply added on to the price of goods.

If prices get so high that people will not or cannot buy, then the government must get its tax money from the people through another channel. This may be either by increased income taxes from you and me, as individuals, or an increase in "hidden taxes."

How can we ever expect to improve our financial condition with government costing us about $10 million an hour? The answer is not difficult. If our government spends less money, you and I will not have to pay out so much in taxes. Instead of taxing more, our government should spend less.

Right now our Federal government is spending $8 million an hour. The new budget (for fiscal 1953) calls for expenses which would amount to almost $10 million an hour. That's an awful lot of money.

If we think that "somebody else" will be paying those taxes, we are only kidding ourselves. Taxes can only be collected from individuals, and in the U.S.A. that means mostly from the 9 out of 10 taxpayers who earn less than $5,000 a year.

You and I will have more money to spend for ourselves when the government spends less of our money.

Reprinted from "Tax Outlook"

FASHION SHOWS IN MARCH

Wynn Colman, McCurdy's Fashion Co-ordinator, has had a busy March presenting McCurdy's fashion news to many groups, in many parts of town. Here's her schedule:

March 3rd, Kodak's Hawkeye Works
March 4th, Brighton Y.W.C.A.
March 11th, Kodak Park Workers
March 14th, B'rith Kodesh Sisterhood
March 17th, Chatterbox Club
March 18th, Taylor Instrument Company
March 26th, Monroe Country Club.

In addition, there have been a number of fashion showings in the Store.

There will be a preview of casual and sports fashions for McCurdy employees April 11th. McCurdy's regular Tuesday evening fashion shows have now been resumed, also. Come, see them . . . and tell your friends!

EXECUTIVE CLUB MEETS

McCurdy's Executive Club welcomed four new members at its monthly luncheon March 6th in Town and Country. They were *Frederick Rabe,* manager of the Paint Department; *James Young,* head of the Interior Decorating Department; *Norman Shubin,* Assistant Buyer of Boys' Wear, and *Gene Biltucci,* Candy Buyer.

Edward Duncan, who recently retired because of illness as manager of the Paint Department, was also a guest at the luncheon.

Howard Fitzgerald, Club Chairman, announced the appointment of *Jane Strachan* to the Committee on Flower Gifts, replacing *Lois Cavanaugh,* resigned.

NOTES OF THANKS TO McCURDY'S E.M.B.A.

Elizabeth King, Millinery, thanks her many friends at McCurdy's for their kindness and sympathy extended to her after the recent death of her sister.

In grateful acknowledgment of the beautiful flowers and the kind sympathy which they expressed.

Sam Ludwig

The family of *J. Elmer Roland* acknowledges with grateful appreciation your kind expression of sympathy.

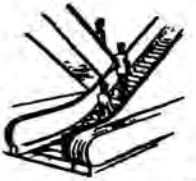
Thank you sincerely for your kind expression of sympathy. It was deeply appreciated.

The E. P. Hutchins Family

My dear friends,

During a time like this, I realize how much my friends really mean to me. Your many expressions of sympathy will never be forgotten by either myself or my family.

Most sincerely,
Mildred Schwartz Hutchins

Up and Down  the Escalator

DOWNSTAIRS STORE

by Tina Haskell

Our sympathy goes to *Freda Lazerson,* Coats and Suits, upon the recent death of her sister.

Downstairs Store welcomed two newcomers to the Shoe Dept.: *Angelo Speranza* and *Teddy DiPanzio.*

We extend our deepest sympathy to *Ruth Hildebrande,* Shoe Dept., whose daughter passed away recently.

Our best wishes go to *Gerald Ritchlin,* who was recently promoted to be Buyer's Assistant in Shoes.

It is nice to have *Pat Finnity* with us. Pat is Mr. Foland's secretary, replacing *Margaret Sabel,* who has taken over her new duties as Mr. Hunt's secretary.

We extend our wishes for a speedy recovery to *Thelma Secora,* Dress Dept., who has been ill, and to *Frances Ross,* Housedress Dept., who is recovering from an appendectomy.

TEAROOM TID-BITS

by Marilyn Meranda

It's nice to have *Mary Mahan, Teresa Izzo,* and *Loraine Martin* back after their siege with the "bug."

Cora Gruschow was bridesmaid at her brother's wedding in Newark, February 21st. We were sorry we couldn't see how lovely she looked in her blue net gown.

A hearty welcome goes out to *Paul DeForge,* who has joined our kitchen staff.

TALES FROM FOUR

by Henriette W. Miller

Robert Drum has returned to the Floor Coverings Dept.

John Meranda has transferred from Floor Covering Workroom to the Fourth Floor Floor Coverings Dept.

James Young, formerly of Strawbridge and Clothier in Philadelphia, is the new head of the Interior Decorating and Home Planning Dept.

Ann Weiss, who was on the Flying Squad, is now in the Interior Decorating Dept.

A WORD FROM THIRD

by Ceil Ihrig

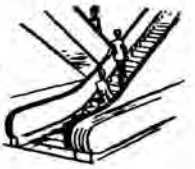
Our sympathy goes to *Gertrude Sheg,* Boys' Dept., upon the recent death of her mother.

Mrs. John Cohn of New York, the former Elizabeth Ryan, paid us a recent visit during a stay in Rochester. Before her marriage, she was Buyer of House Dresses and Negligees at McCurdy's.

Bertha Bennett, Fabrics, and her mother have returned after a month's vacation in Florida.

We're glad to see *Florence Tyrell* back in the Girls' Dept. after her recent illness.

Sophie Goldberg, Children's Shoes, and her daughter spent five weeks in Hollywood, California. She reports that she is glad to be back with her McCurdy friends.

Up and Down  the Escalator

FIRST REPORTS

by Bobbie Puckridge

Marge Carrell, Stationery, was a victim of the current virus.

Marie Mooney, Stationery, has returned after a recent illness.

Budget Sportswear welcomes newcomers *Mae Grim* and *Lee Stoick.*

FIVE STAR FINAL

by Elsie Heinkel

Our sympathy goes to *Elsie Wilcox,* Gift and Lamp Desk, at the loss of her grandson.

The Dinnerware, Glassware and Gift Departments with their buyer, *Betty Weese,* attended the Gift Shop recently held in the Hotel Statler, Buffalo.

We welcome *George Towner,* newcomer in the Dinnerware and Glassware Department.

BEAUTY STUDIO DOINGS

by Thomas LoDato

Loretta O'Grady spent a March vacation in Florida and Nassau.

Clarence Cousins, Beauty Studio Director, and Mrs. Cousins visited friends in Florida this month. They made the trip by car.

Helen Brent spent a week in Washington, D.C.

Isabel Elliott has been ill. We send her our wishes for a speedy recovery.

SECOND STORIES

by Angie Madalena

Anne Hartman, Bridal Shop, who had been confined to the Park Avenue Hospital, is now recuperating at home.

Iva Clark, Moderate Price Coats, extends her thanks to the E.M.B.A. and friends in the Store for the many kindnesses shown her during her recent illness.

Word has been received here of the death of the husband of *Mrs. D. H. Ryel,* who now resides in Watertown. Mrs. Ryel was formerly in McCurdy's Millinery Dept.

Our deepest sympathy goes to *Mildred Schwartz Hutchins,* Bridal Studio, whose husband died recently.

The Millinery Shop welcomes *Dorothy Lubescher* to its staff.

HOUSEWARES

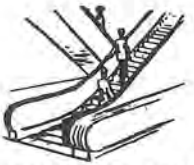
by Alice Eisenhauer

We wish to extend our sympathy to *Gladys Jacobson,* whose sister passed away February 22nd.

Helen Kishlar is spending the coming month in Florida. Some people have all the luck! Have a good time!

Retires After 30 Years

Mary Gavin, Drapery Workroom, has retired from McCurdy's after a long career in the Store. She began work here in 1923.



CREDIT OFFICE NEWS

by Fay Casey

With the advent of Spring but a short putt away, and downhill at that, Easter takes on a special significance for us femmes in the Credit Office. New ensembles and chic chapeaux, in the offing, plus the welcome sight of daffodils, mean only one thing . . . ole debbil Winter is on his way!

A large segment of the Kohinoor made its appearance recently in the Credit Office on the finger of *Loretta Krug,* through the courtesy of Eric Bortfeldt. Congratulations to you both!

We were always under the impression that one had to be a millionaire or a baseball player to spend a month in Florida. In case you'd like the secret, get in touch with *Judy Hickey.* She's down there now and never played ball in her life.

The "Statement Information" is ably supported these days by the smiling acquiescence of our new "right" gals, *Nancy Meding* and *Beatrice Haich.*

Kathleen McGovern has our sincere sympathy in the loss of her brother, who passed away March 9th.

SOME of the PEOPLE

1. Dorothy Megerle, Store Nurse
2. Joseph Salicetti, Delivery
3. Helen Higbie, Buyer of Books

APRIL

Mabel Hoyt, Alterations 1
Helen Mabee, Buyer, Neckwear Dept. .. 3
James Billings, Drugs 5
Jessie Swartwood, Gloves 6
James Bless, Buyer, Men's Wear 7
Ann Mulhern, Advertising 7
Margaret Hall, Advertising 8
Elizabeth Wilson, Suit Shop 8
Nick Cinotti, Warehouse 10
Cora Wheeler, Gown Shop 10
Elizabeth Garrett, Gloves 11
Irene Curtis, Girls' Wear 12
Bertha Lapp, Gown Shop 12
Viola Schick, Housewares 12
Joseph Sapone, Shoes 13
Andrew Dembs, Warehouse 15
Mary Cocuzzi, Drapery Workroom 16
Ida Heil, Alterations 18
Cecilia Darby, Receiving Room 19
Vera MacDonald 19
Leila Dusenberry, Blouses 21
Elsa Connelly, China and Glassware 22
Floyd Stephens, Floor Manager 23
Helen Corwin, Buyer, Girls' Wear 24
Edna Steinhilber, Dresses, Downstairs Store 25
Frances Davis, Gift Wrapping 27
Donald Brown, Rug Workroom 28
Mitchell Lazore, Warehouse 28

Girls' Bowling News

by Margaret Sabel

The Receiving Team leads the field in the Girls' Bowling League as of March 13th, when this issue went to press. Here are the standings:

TEAM	WON	LOST
Receiving	50	19
Buyers	42	27
Luncheonettes	40	29
Credit	39	30
Merchandise	33	36
E.M.B.A.	31	38
Accounting	24	35
Sales Service	18	51

Some of the People
1
2
3
BOOK
THE SILVER CHALICE

French Painters Colors...in
Yardleys Yellows!
During Lent +
attend the Services
at the Church ...
of your choice /